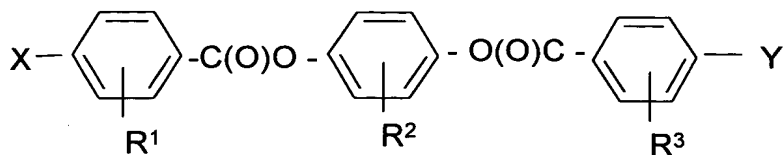


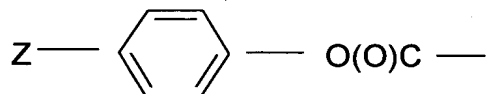
Abstract

[0036] Mesogens having the following general formula:



wherein

X and Y independently are selected from the group consisting of amino groups,
 5 polymerizable groups, and groups having the following general structure:



wherein Z is selected from the group consisting of terminal functionalities and
 polymerizable groups; provided that when X is a polymerizable group, Y is an
 amino group;

- 10 R^2 is a bulky organic group having a bulk greater than R^1 and R^3 whereby, when both
 X and Y are polymerizable groups, said bulk is adapted to provide sufficient
 steric hindrance to achieve a nematic state at room temperature while
 suppressing crystallinity at room temperature, thereby providing effective
 rheology and workability at room temperature; and
- 15 R^1 and R^3 are selected from groups less bulky than R^2 adapted to maintain said
 nematic state.